

SANDY CITY  
APPROVED POSITION SPECIFICATIONS

I.	<u>Position Title:</u> Community Events Director	<u>Revision Date:</u> 11/09
		<u>EEO Code:</u> Official/Administrator
		<u>Status:</u> Exempt (Executive)
		<u>Control No:</u> 20109

II.     Summary Statement of Overall Purpose/Goal of Position:

Under the general supervision of the Assistant Chief Administrative Officer, plans, oversees, implements and coordinates Sandy City civic/cultural events and activities; manages the Sandy City Amphitheater and serves as the Executive Director of the Sandy Arts Guild.

III.    Essential Duties:

**Community Events:**

- Work with Community Events staff to organize, facilitate and provide all needs for Community Events, including the following: Sandy Summit Awards; Sandy Chamber Business Awards Event; Appreciation Awards Banquet; Sandy's Fourth of July Celebration; Sandy Balloon Festival; Sandy Heritage Festival; Deck the Hall; and the Holiday Open House.
- Coordinate with Parks & Recreation, Sandy Fire and Sandy Police regarding the needs of each event.
- Write contracts and applications for vendors, entertainers and independent contractors as needed.
- Gather information and write scripts as required.
- Select, book, contract with and provide technical assistance to artists/performers for all Community Events.
- Oversee and create site plans.
- Recommend and implement additional Community Events as needed.

**Sandy Amphitheater:**

- Oversee the booking, contracting and technical requirements for artists/performers at the Sandy Amphitheater.
- Build and maintain positive relationships with Amphitheater sponsors and coordinate the maintenance and creation of sponsorship opportunities at the Sandy Amphitheater.
- Coordinate with other arts organizations regarding events or "block-booking" in order to reduce costs.
- Oversee the creation of fund-raising packages, proposals and promotional information; work to solicit funding from corporations, foundations, government grants and private donors in an effort to minimize general fund support.
- Work with division staff to make attendance, sales and ticket projections and set ticket prices.
- Oversee expansion projects and upgrade technical infrastructure as needed.

**Sandy Arts Guild:**

- Coordinate efforts of the Arts Guild Board with staff responsibilities.
- Oversee Board relations.
- Keep the Arts Guild Board filled.
- Serve as "Artistic Director" if no member of the board is qualified to serve in that position.
- Program "Season" of theatrical productions.
- Oversee the selection of Production Team members for Arts Guild production.
- Write Letters of Agreement for Production Team members.
- Foster positive relationships with other arts organizations to enhance cooperation for production needs, help facilitate cost savings and foster a cooperative spirit to help all organizations achieve their goals.
- Oversee fundraising events to maximize results.
- Oversee grant money provided from the General Fund.

- Serve as a liaison with organizations receiving grant funds, including the Mountain West Ballet and the orchestra and chorus of Sandy City.
- Write grant contracts with organizations receiving grant support from Sandy City.
- Troubleshoot production difficulties and step in to facilitate solutions as needed.
- Maximize locations and opportunities for Sandy Arts Guild events and productions.

**Division Support:**

- Design and create all elements required to present all events/productions for Community Events, the Sandy Amphitheater and the Sandy Arts Guild.
- Approve payroll for division.
- Oversee the marketing of all division events and productions.
- Oversee bids, purchasing, check requests and p-card and credit card uses and procedures.
- Develop, administer and monitor the division budget.
- Respond to public inquiries about Community Events, the Sandy Amphitheater and the Sandy Arts Guild.
- Compile and produce tracking information for the annual budget and as a means to track progress in all divisions.
- Oversee the creation and maintenance of a customer, vendor, sponsor and participant database.
- Hire, train, motivate, evaluate, schedule, discipline and direct full-time and seasonal staff members and volunteers.
- Oversee safety procedures.
- Plan yearly calendar.
- Resolve disputes as they arise.
- Serve on various City and community committees as requested.

IV. Marginal Duties:

- Participate in television and radio interviews as necessary.
- Emcee events as needed.
- Record the Arts Information outgoing message.
- Perform other duties as assigned.

V. Qualifications:

**Education:** Bachelor's degree in Arts Management, Communications, Public Relations, Business Management, Public Administration, Marketing, Cultural Arts Administration or related field required; master's degree preferred.

**Experience:** Requires two years of related experience with progressively increasing responsibilities, including at least one year supervisory experience; some experience in performance auditing preferred.

**Certificates/Licenses:** Valid Utah Driver's License is required.

**Knowledge of:** Entertainment programming; broad knowledge about the entertainment industry including artists; City and department policies and procedures; management, instruction and supervisory techniques; budgeting, planning and problem solving techniques.

**Responsibility for:** Great responsibility for the care, condition and use of materials, equipment, money and tools and for making decisions which affect the activities of staff and volunteers: what they should do, when to do it, where and how; planning, organizing and delegating division assignments and responsibilities.

**Communication Skills:** Ability to professionally furnish and obtain information from other departments; frequent contacts with executives on matters requiring explanations and discussions; regular and frequent contact with the media, performers, sponsors, community groups and persons of high rank, requiring tact

and judgment to deal with and influence people; requires well developed sense of strategy and timing; communicate effectively verbally and in writing;

**Tool, Machine, Equipment Operation:** Regular use of a City vehicle; frequent use of computer, printer, telephone and software programs including Microsoft Word and Excel, GroupWise, Adobe programs, Indesign, Photoshop and Illustrator.

**Analytical Ability:** Organize, delegate and establish meaningful goals; prioritize tasks; establish effective working relationships with employees and the public.

VI. Working Conditions:

*Physical Demands:* While performing duties of job, employee typically handles office equipment, objects or controls; may periodically bend, stoop or crouch; and frequently communicates with others. Work may involve some physical exertion and the need to stand for long periods of time; a moderate amount of lifting (up to 50 lbs) may be required.

*Work Environment:* Generally comfortable working conditions with some field work at performance and event sites. The noise level in the work environment is usually moderate, but possible increased noise exposure is expected while attending events. Great mental effort is required daily; great pressure and fatigue are present in this position due to daily exposure to deadlines and other job related pressures; occasional exposure to dangerous situations; constant attendance is required; work assignments are broad and performed with minimal supervision; regular evenings and weekend work; frequent holiday work. Sometimes work is required in inclement weather.

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

DEPT/DIVISION APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

PERSONNEL DEPT. APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_